



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

March 6, 2017

Evelyn Lawson
Federal Registration Specialist
Clorox Professional Products Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA 94566

Subject: Label Amendment – Submission of revised label claims
Product Name: Pine-Sol Spray 19054
EPA Registration Number: 5813-40
Application Date: December 2, 2016
Decision Number: 524464

Dear Ms. Lawson:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
 - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is either enveloped or large non-enveloped.
 - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against rhinovirus is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms 1 through 4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact Tara Flint at flint.tara@epa.gov or (703) 347-0398.

Sincerely,



Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

Label identification

Pine-Sol® Spray 19054, EPA Reg. No. 5813-40

R4232323

10:00 3/6/17

Formatting notes

Applicable for all claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&".

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

Highlighted text is new. Strike-through (text) means removed.

Pine-Sol® Spray 19054

KEEP OUT OF REACH OF CHILDREN

WARNING:

See back label for additional precautionary statements

ACTIVE INGREDIENTS:

n-Alkyl (60% C14, 30% C16, 5% C12,
5% C18) dimethylbenzyl ammonium chloride 0.1375%

n-Alkyl (68% C12, 32% C14) dimethyl
ethylbenzyl ammonium chloride 0.1375%

OTHER INGREDIENTS: 99.7250%

TOTAL: 100.0000%

NET CONTENTS _____

ACCEPTED

03/06/2017

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under

EPA Reg. No. **5813-40**

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

WARNING:

Causes substantial but temporary eye injury. Harmful if absorbed through skin. Avoid breathing spray mist. Do not get in eyes, on skin or on clothing. Wear safety glasses or goggles. Wash thoroughly with soap and water after handling. Remove contaminated clothing and wash before reuse.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **IF SWALLOWED:** Have person sip a glass of water if able to swallow. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: Do not use or mix with bleach-containing products. To do so will release hazardous gases.

Residential/Household uses (16 fl oz, 32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store in the original container in an area inaccessible to children. Do not reuse or refill except as described in the directions for use. Refill only with this product. Recycle empty container or discard in trash. -or- Store in the original container in an area inaccessible to children. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Residential/Household uses (64 fl oz direct application or other spray bottles not intended to be refilled by the consumer when value sizes are not in distribution.)

STORAGE AND DISPOSAL:

Store in the original container in an area inaccessible to children. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Professional/Institutional uses (32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store in the original container. Do not reuse or refill except as described in the directions for use. Refill only with this product. Recycle empty container or discard in trash. -or- Store in the original container. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Professional/Institutional uses (64 fl oz, 128 fl oz direct application)

STORAGE AND DISPOSAL:

Store in the original container. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

For Containers Greater Than 1 Gallon:

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage and disposal. **Storage:** Store in the original container.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Disposal: Nonrefillable container. Do not reuse or refill this container. Recycle empty container -or- Offer for recycling if available or place -or- discard in trash.

Questions[?][or] comments[?][:] Call toll free 1-800-227-1860

[or visit us at] www.tilex.com -or- www.clorox.com

Clorox is a registered trademark of The Clorox Company.

Commercial Solutions is a registered trademark of The Clorox Company

-or- Clorox Professional Products Company

For more product ingredient information, visit IngredientsInside.com.

Mfd. for & © YYYY The Clorox Company,

1221 Broadway, Oakland, CA 94612

Made in [the] U.S.A. [of global components -and/or- ingredients.]

U.S. Patents 5,972,876, 6,245,728 and 6,399,555

EPA Reg. No. 5813-40

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4), GA-2 (VG),

IL-2 (VF); 54855-IN-1 (C6), IN-2 (01); 71681-IL-1 (03), IL-2 (24)

Beginning of batch code indicates Est. No.

[[Final Packaging Facility:] [EPA Est. No. 5813-GA-2 (VG)]]

to be used for boot or carton

[This package -or- bottle is made from [a minimum of] ____% [post-consumer] recycled plastic -or- resin -or- material [minimum].]

Includes detergents and cleaners

Contains no phosphorus [compounds]

Not harmful to septic systems -or- tanks



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use **This Product**] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]

Packaging Related Statements and Icons

[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

- **For push/pull trigger:** Rotate nozzle to ON position. Pull [blue] ring nozzle OUT for FOAM [(great for walls) -or- (for deeper cleaning)] or push -or- leave it IN for SPRAY [(for regular cleaning)].
- **For rotating trigger:** Rotate nozzle to FOAM [(for deeper cleaning)] -or- FOAM-SPRAY -or- [For tough jobs,] turn nozzle to FOAM-STREAM [position] **trigger has “foam-stream” and “foam-spray” listed on the nozzle** or to SPRAY [(for regular cleaning)] -or- FOAM-SPRAY **trigger has “foam-stream” and “foam-spray” listed on the nozzle.**

[For rotating trigger:] Rotate nozzle to ON -or- FOAM

To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,][:] tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- Spray: Turn -or- Rotate nozzle to ON.

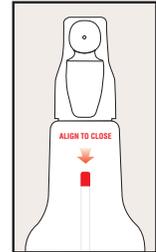
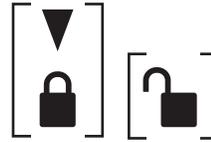
-or-

- [[Easy] Refill [Instructions on [the] Back]]

- Twist off, Refill. Align Tip to Tube.
Push, Snap to Close.

-or-

Remove safety tab [labeled REMOVE] by pulling firmly.
When empty, discard in trash. Do not attempt to refill.



TO REFILL SPRAY BOTTLE:

Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.



Twist off, Refill Align Tip to Tube Push, Snap to Close

Optional graphic



More Savings [!][,] Less Waste [!] -or- More Savings [!]*

Pine-Sol

Spray 19054



[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]

[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

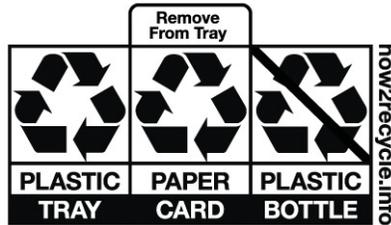
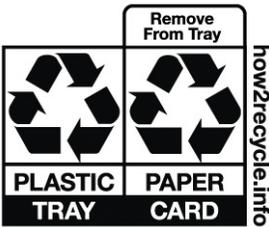
[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

Unscrew cap and transfer your trigger to this bottle.

Optional Packaging Recycling Logos



DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

To Clean and Deodorize

Spray 6-8 inches from [the] surface[.] [and] Allow product to penetrate dirt and soap scum. Wipe with a wet sponge or cloth -and/or- rinse with water. [No scrubbing required.] [For tougher jobs [and deeper cleaning] use FOAM option.] Spray and let product stand on surface for several min[utes] before wiping [-and/or- rinsing]. For best results, use regularly to prevent soap scum build-up.

-or-

Directly apply to -and/or- wet surfaces completely. Let stand for several minutes - allow to penetrate dirt and soap scum. Wipe with a wet sponge or cloth and rinse with water. No scrubbing required. For best results, use regularly to prevent soap scum build-up.

-or-

[Push button to] spray surfaces [until [thoroughly -or- completely] wet]. [Let stand [for several minutes] to penetrate dirt -and/or- grime -and/or- soap scum.] Scrub [,] [to remove tough stains] [and] [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or- grime -and/or- soap scum build-up -and/or- mold stain[s] -and/or- mildew stain[s] [buildup.]]

-or-

[Squeeze bottle to] spray surfaces [until [thoroughly -or- completely] wet]. [Let stand [for several minutes] to penetrate [dirt -and/or- grime -and/or- soap scum]. [Scrub to remove tough stains [and reach] [in] tight spaces] [and] [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or- grime -and/or- soap scum -and/or- mold stain[s] -and/or- mildew stain[s] [buildup.]]

For Sample -or- Demo Kits

This bottle of this product is only intended for use as part of this kit:

- [1.] Unpack the bottle -or- container -or- jar of this product and the [dirty -or- soiled] [soap scum] tile [with soap scum].
- [2.] [Unscrew] [open] the lid on the bottle -or- container -or- jar [of this product]. Hold the [handle] [clean side] [tip] [sides] of the tile and gently drop [it] [the tile] into the bottle -or- container -or- jar [of this product]. Replace the lid on the bottle -or- container -or- jar [of product -or- this product].
- [3.] Gently shake the bottle [back and forth] and watch as this product [dissolves -and/or- melts] [away -or- cleans] [the soap scum] [off] right before your eyes. No Scrubbing or wiping required.

For Sample -or- Demo Kits

This this product swab is only intended to be used as part of this kit:

- [1.] Unpack the [enclosed] swab, which contains the [this product] cleaner.
- [2.] Hold the swab upright with **insert color** -and/or- colored line at top and snap -or- break the tube -and/or- swab at the line. Liquid will be released into the tip at the other end of the tube -and/or- swab.
- [3.] Gently apply this product [using swab] [directly] to [the enclosed] [dirty] [tile] [with] [soap scum] and allow the product to penetrate [soap scum].
- [4.] [Wipe with a [wet] sponge or cloth] -and/or- [rinse with water]. [No scrubbing required.]

To Disinfect

- Thoroughly clean the surface to be disinfected by following the above directions (remove excess dirt first in heavily soiled areas); re-apply [directly] wetting -or- spraying entire surface [until completely wet]. Let stand 10 min[utes] before wiping.

Bracketed text only applies to products with kitchen relevant use sites. [All surfaces that come in contact with food must be rinsed with potable water. Do not use on glasses, dishes, or utensils.]

-or-

- Directly apply to -and/or- wet surfaces completely. Let stand for 10 minutes - allow to penetrate dirt and soap scum. Wipe with a wet sponge or cloth and rinse with water. [No scrubbing required.] For best results, use regularly to prevent soap scum build-up. For heavily soiled surfaces, pre-clean surface before disinfecting.

-or-

[Push button to] spray surfaces [until [thoroughly -or- completely] wet]. [Spray 6-8 in[ches] from surface[s].] Let stand for 10 min[utes] [- allow to penetrate dirt -and/or- grime -and/or soap scum]. Scrub [,] [and] [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or-grime -and/or- soap scum -and/or-mold stain[s] -and/or- mildew stain[s] [build-up.]] For heavily soiled surfaces, pre-clean surface before disinfecting.

-or-

[Squeeze bottle to] spray surfaces [until [thoroughly -or- completely] wet]. [Spray 6-8 in[ches] from surface[s].] Let stand for 10 min[utes] [- allow to penetrate dirt -and/or- grime -and/or- soap scum]. [Scrub [and][,] [rinse] [with water] [and] [wipe] [away]. [For best results, use regularly to prevent dirt -and/or- grime -and/or- soap scum -and/or mold stain[s] -and/or- mildew stain[s] [buildup.] For heavily soiled surfaces, pre-clean surface before disinfecting.

Mold and Mildew Control

TO INHIBIT [CONTROL] [PREVENT] mold and mildew growth on hard, nonporous surfaces in bathrooms on bathtub, glazed tile, and shower areas, spray surface thoroughly, let stand 10 min[utes] before wiping. Re-apply as new growth appears.

Cleaning, Deodorizing, Stain Removal, Prevention Claims

- 2-in-1 trigger [option]
- [2-]in[-]1 Scrubber[s] + -or- & Cleaner[s]
- A shine -or- sheen -or- gleam] that reflects [a pure] clean[liness]
- Attacks soap scum
- Bleach-Free **to be used with Clorox® alternate brand name**
- Choose [thick] foam or spray
- Cleans 2x Better -and/or- Faster [!]^o
- Clean[s] [All^P] [Your] [Entire^P] Crevices -and/or- Cracks-and/or- Corners -and/or- [Tight] Spaces -and/or- [Tight] Spots -and/or- Angle[s] [in Minutes]
- Clean[s] [All^P] [Your] [Entire^P] **insert surface(s) from Table 1 -and/or- insert surface materials from Table 3** -and/or- Everywhere^P [in Minutes]
- Cleans -and/or- disinfects with little -or- reduced -or- minimal -or- less effort -or- elbow grease
- Cleans [floor -and/or- counter -and/or- bathroom tile] grout
- Cleans, freshens, and shines
- Cleans what other [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office] cleaners [leave behind] [don't]
- Cleans without bleach[ing] -or- Contains no bleach -or- Bleach-free
- Clinging Foam
- [Clorox®] cleaning -and/or- power -and/or- strength [combined] with [ergonomic] design -or- precision
- Compatible with -or- Great on -or- Ideal for **insert surface(s) from Table 1 -or- insert surface material(s) from Table 3** surface(s) [material][s]
- Complete -or- Total -and/or- Max[imum] Clean [Everywhere^P -and/or- Every Time]
- Conquer[s] Corners -and/or- Crevices
- Cuts through -and/or- [starts to] dissolve[s] soap scum [on bathroom surfaces]
- [Deep -and/or- Penetrating] Foam provides [great] control to reach soap scum -and/or- grime -and/or- stains -and/or- dirt [even in tough cracks -and/or- crevices -and/or- corners]
- [Deep] Clean [Your] [Entire^P] **insert surfaces(s) from Table 1 -and/or- insert surface material(s) from Table 3** -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime -and/or- Dirt -and/or- [Tough] Grime -and/or- [Tough] Stains [in Half the Time]^o
- [Deep] Clean [Your] Crevices -and/or- Cracks-and/or- Corners -and/or- [Tight] Spaces -and/or- [Tight] Spots -and/or- Angle[s] [in Half the Time]^o
- Deep Down Clean[!]
- [Deep] foam clings to soap scum -and/or- grime -and/or- stains -and/or- dirt
- [Deep] foam sticks to soap scum -and/or- grime -and/or- stains -and/or- dirt
- Deep Penetrating Foam
- Destroy[s] -and/or- Attack[s] -and/or- Penetrate[s] Soap Scum -and/or- Dirt -and/or- [Tough] Grime -or- Stains -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime [with Precision] [Everywhere^P]
- Dissolves -and/or- Cuts through -and/or- Melts [away] [tough] soap scum -and/or- [other] tough [bathroom] soils [right before your eyes] [!]
- Dissolves -and/or- Removes -and/or- Cuts through -and/or- Melts [away] -and/or- Cleans [tough] soap scum -and/or- [other] tough [bathroom] soils [fast] [on contact] [.] [!] [No -or- minimal -or- hardly any scrubbing required!]
- Dominate the Details
- Dual Action Trigger provides spray and foam [options -and/or- settings]
- Dual Action Trigger [provides spray for [broad] coverage and foam for control]
- Easily removes -and/or- cleans [the following] **insert stain(s)/ soil(s) from Table 4**
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- work place dirt -or- soils -or- grime [like soap scum][!]
- [Easily] wipes clean
- Eliminates [the Toughest] Stains -and/or- Soap Scum -and/or- Grime -and/or- Dirt [the First Time Around]
- [Ergonomically] Designed to Work Hard[er] -or- Better -and/or- Fast[er] [for You]
- Fastest -or- Unbeatable on soap scum -and/or- [other] tough [bathroom] soils[!]
- Fights Soap Scum better²
- Fights soap scum, hard water, limescale, and other bathroom stains
- Fire Your -or- No More [Old -and/or- Icky] Toothbrush -or- [Scrubby] Sponge -or- Rag
- Foam holds -or- stays [long][er] on tough soap scum -and/or- grime -and/or- stains -and/or- dirt
- Foam option -or- setting
- [Foam] [option -or- setting] clings [to grout -and/or- bathroom walls -and/or- shower walls -and/or- vertical surfaces -and/or- surfaces -and/or- soap scum] longer[!]
- Foam or spray
- Foam works hard on soap scum -and/or- grime -and/or- stains -and/or- dirt
- Foaming action
- Foam[ing] [action] for -or- provides a deep -and/or- powerful clean
- Foaming -and/or- Sudsing Action[!]
- Foam[ing] [delivery] [trigger spray] [nozzle] [dispensing] option for [a] deeper -and/or- more powerful clean[ing] [!]
- Foaming trigger for [better] control
- Foaming -or- sudsing nozzle -and/or- action -and/or- trigger]
- Foaming trigger [option] for better control -or- for a deeper clean [to reach] in[to] -or- inside [bathroom] cracks -or- crevices -or- hard-to-reach -or- hard-to-clean spots -or- places
- Foam[ing] trigger [option -or- setting] for a deep clean
- Freshens for a cleaner -and/or- fresher bathroom -and/or- restroom -and/or- kitchen -and/or- home -and/or- house -and/or- place -and/or- work -and/or- office place -and/or- area

- [For] use all over -or- around the bathroom!
- [For] use on [most] bathroom surfaces!
- Freshens the -or- your bathroom -and/or- restroom -and/or- kitchen -and/or- home -and/or- house -and/or- place -and/or- work -and/or- office place -and/or- area
- Fume-Free -and/or- No Harsh Fumes
- Gentle [Enough] [& Powerful] [for [Daily] Use] on **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**
- Gentle [& Powerful] [Enough] [for [daily] Use] on surfaces
- Great -and/or- better -or- improved performance -and/or- cleaning on -or- in glass surfaces -and/or- glass shower doors -and/or- sink -or- faucet fixtures -and/or- shiny, metal surfaces -and/or- countertops -and/or- the tub -and/or- shower
- [Great] formula leaves -or- makes [cleaning] bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- work -or- office place surfaces shinier
- Great on -or- Ideal for -or- Works on -or- Clean[s] -or- Reach[es] -or- Scrub[s] -or- Conquer[s] Crevices -and/or- Cracks -and/or- Corners -and/or- [Tight] Spaces -or- Spots -and/or- Angle[s]
- Great on -or- Ideal for -or- Works on -or- Clean[s] -or- Reach[es] -or- Scrub[s] -or- Conquer[s] **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3**
- Great on -or- Ideal on -or- Works on -or- Clean[s] -or- Reach[es] -or- Scrub[s] -or- Conquer[s] Soap Scum -and/or- Dirt -and/or- [Tough] Grime - and/or- Hard Water Stain -and/or- Rust, Calcium & Lime -and/or- [Tough] Stains
- [Great] formula [leaves less residue] [makes it easier to clean] [reduces your work] [reduces the amount of wiping -and/or- rinsing]
- Good for -or- Contains [Over] 30[+] [Shower -and/or- Tub] [Quick] Cleans
- **insert number** X Better -and/or- More -and/or- Fast[er] [Scrubbing] Power -and/or- Strength^o
- It's from Clorox®, [so it's more than clean] [so you know you can trust it]
- [Just] [one] wipe and [it's] [the dirt -and/or- grime -and/or- soap scum -and/or- [other] tough [bathroom] soils] is -or- are gone[!]
- [Just] spray and watch [it] [the -or- this product] [this [disinfecting] [bathroom] cleaner] do the work [for you] [on soap scum -and/or- [other] tough [bathroom] soils] [!]
- Just spray [and] [wipe -or- walk] [away] [.] [!]
- Leaves a shine -or- sheen -or- gleam -or- shining -or- gleaming] surface
- [Leaves] no residue
- Leaves surfaces shiny
- Less effort for the same great -and/or- powerful -and/or- effective -and/or- sparkling clean -and/or- shine
- Low -or- minimal streaking -or- residue -or- effort scrubbing -or- formula
- Low[er] -or- Reduced residue formula
- Makes [cleaning -or- your job] easier [in the kitchen -and/or- bathroom -and/or- house] [-or- in the work -or- office place -or- at work]
- Makes -or- leaves surfaces sparkle -and/or- sparkling clean
- Maximum Cleaning, Minimum Effort
- [More] efficient [bathroom -and/or- kitchen -and/or- home -and/or- household -and/or- office] cleaning
- More Savings, Less Waste[!]¹
- Most powerful cleaner in -or- around the [bathroom -or- restroom -and/or- kitchen -and/or- house -and/or- office] -and/or- work -or- office place]
- Navigates -or- Gets into Tight Spaces -and/or- Crevices [Easily -or- with Ease]
- Never Miss a Spot
- No rinse -or- rinsing [formula]
- Nothing's tougher on tough soap scum -and/or- [other] tough [bathroom] soils[!]
- [On] [hard,] [nonporous surfaces] [the -or- this product will not damage]: **insert use surfaces from Table 1 -and/or- insert surface material(s) from Table 3**
- One step cleaning
- [[Package] Includes -or- Covers -or- Good For] **3 for 10 fl oz** Mon[th[s]] of [a] Clean Shower[s] -and/or- Tub[s]
- Peel label back to view additional directions for use and usage instructions
- [Penetrating] foam [thoroughly -and/or- completely -and/or- conveniently -and/or- effectively -and/or- efficiently] cleans [bathroom -and/or- restroom -and/or- kitchen -and/or- office] cracks -or- crevices -or- hard-to-reach spots -or- places -or- hard-to-clean spots -or- places]
- [Powerful -and/or- Penetrating] Foam[ing] [action] attacks soap scum -and/or- grime -and/or- stains -and/or- dirt [deep down]
- Powers through soap scum -and/or- [other] tough [bathroom] soils[!]
- [Pre][loaded with [the] [Power of] Clorox® cleaner
- Reduces the number of cleaning [&] [freshening] steps [needed]
- Refresh your Shower [Daily] -or- A Fresh Shower Every Day
- Removes -or- Eliminates -or- Attacks -or- Gets rid of -or- Melts away tough [soap scum] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- work place] dirt -and/or- soils -and/or- grime[!]
- Restore your **insert surface from Table 1's** Shine
- Safe to -or- for use on **insert surface material(s) from Table 3**
- Same great -or- powerful -or- effective] clean [with less wiping -and/or- rinsing]
- Scratch-Free -or- Non-Scratch
- [Scrub -and/or- Brush &] Throw [Away] -or- Dispose of -or- Discard -or- Toss [After [30] Cleans -or- When Done]
- Scrub -and/or- Brush Away [Tough] Soap Scum -and/or- Dirt -and/or- [Caked on] Grime -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime -and/or- Stain[s]
- See back panel for additional directions for use and usage instructions
- [See it for yourself:] Watch [the] [melted] soap scum -and/or- [other] tough [bathroom] soils [just] slide -or- melt [right] off [the tile -or- the tub -and/or- shower -and/or- bath wall -or- the glass shower door -or- glass surfaces -or- the dirtiest -or- filthiest surfaces]
- [Simply -or- Easily] [Press Button to] Dispense Cleaner -or- Spray, Scrub, [then -or- &] Rinse [& Wipe [Away]]

- [Single-Handedly] Conquer[s] [your] Crevices -and/or- Cracks -and/or- Corners -and/or- [Tight] Spaces -and/or- [Tight] Spots -and/or- Angle[s]
- [Single-Handedly] Conquer [your] **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3** -and/or- Everywhere^P
- Soap scum -and/or- [other] tough [bathroom] soils [just] melt[s] away[!]
- [Specially] [Formulated to] Remove[s] -or- Tough on -or- Powers Through Soap Scum -and/or- Dirt -and/or- [Tough] Grime -and/or- [Tough] Stains -and/or- Hard Water Stains -and/or- Rust, Calcium & Lime
- Starts to work [immediately -or- before you do] [even] before you start to wipe -and/or- rinse
- Store near your Shower -and/or- Tub [so it's always ready] [for [a] Quick Clean[s]]^{QD}
- Tackle[s] -and/or- Remove[s] -and/or- Attack[s] -and/or- Destroy[s] -and/or- Penetrate[s] Soap Scum -and/or- Dirt -and/or- Grime -and/or- Build-Up
- Take [the Power of] Clorox® [to -or- Max[imum] Contact [for Max Power] in -or- on -or- for your -or- Any -or- Every -or- All **insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3** Everywhere^P
- Take [the Power of] Clorox® [to] -or- Max[imum] Contact [for Max Power] in -or- on -or- for [your -or- Any -or- Every -or- All] Crevices -and/or- Cracks -and/or- Corners -and/or- [Tight] Spaces -or- Spots -and/or- Angle[s]
- The cleaning power -and/or- effectiveness of Clorox® [that easily removes tough bathroom -and/or- restroom -and/or- kitchen -and/or- household dirt -or- soils -or- grime [like soap scum]] [!]
- [The] Cleaning Power of Clorox®[,] [with] [the] Precision of a Toothbrush
- The convenient -and/or- easy -and/or- effective way to keep your home -and/or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -and/or- work -or- office area -or- place looking "just cleaned"
- The hard-working [cleansing -or- cleaning] agents - and/or- foaming action remove[s] soap scum -&/or- dirt -&/or- hard water stains [&] [other dried] stains -or- residues [—without scratching] [!]
- The -or- Our Ultimate Soap Scum -and/or- Dirt -and/or- [Tough] Grime -and/or- Hard Water Stain -and/or- Rust, Calcium & Lime -and/or- [Tough] Stain Remover
- Thick[er] Foam [Dissolves soap scum -or- Dissolves soap scum on contact]
- Thick foam [starts to] dissolve[s] grime -and/or- soap scum -and/or- stains -and/or- dirt on contact
- [This product] will -or- does not leave a dull residue [on] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [surfaces -and/or- countertops -and/or- sinks -and/or- faucets -and/or- faucet fixtures -and/or- the tub -and/or- shower -and/or- glass -or- reflective surfaces -and/or- glass shower doors]
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office [work -or- office place] soils[!]
- [Truly -or- pure -or- ideal -or- effective -or- real] clean
- Two Ways to Clean
- Use on -or- For all -or- Both [White -and/or- Colored] Surfaces
- Use on the following hard, nonporous [bathroom -or- kitchen -or- household] surfaces: **insert use surfaces from Table 1 -and/or- insert surface material(s) from Table 3**
- Where to use this product -or- Use throughout the **insert use site(s) from Table 2**
- Wipe -or- rinse away the [soap scum -or- tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace soils -and/or- dirt -and/or- grime without [leaving] a trace
- Wipes [out -or- away] soap scum -and/or- [other] tough [bathroom] soils in the kitchen -and/or- tub -and/or- shower -and/or- bath -and/or- sink] [in the bathroom -and/or- around the house -and/or- in the home] [with little -or- no scrubbing] [!]
- Works [hard -or- tenaciously -or- powerfully -or- effectively] on soap scum -and/or- [other] tough [bathroom] soils -or- dirt -or- grime [so you don't have to -or- so your job's easier -or- to make cleaning -or- your job easier -or- to minimize -or- eliminate elbow grease] [!]
- [Works] [best] on soap scum -and/or- [other] tough [bathroom] soils[!]
- [You can have] a surface -or- **insert surface(s) from Table 1** so clean it shines[!]
- You can see it clean -or- remove -or- dissolve -or- attack -or- cut through soap scum -and/or- bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- work -or- office place grime -or- soils -or- dirt [right] before your eyes[!]
- [You can] see -or- watch soap scum -and/or- [other] tough [bathroom] soils [just] melt away[!]
- [You can] trust Clorox to cut through [tough] [bathroom] grime

Aesthetic Claims

- All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle -and/or- Technology]
- Citrus -or- Fresh -or- Lemon -or- Meadow Fresh -or- Rain Clean -or- Spring Mist -or- Lavender -or- Pine] scent
- Clean without a [harsh -or- strong] chemical smell[.] [Enjoy the fresh citrus -or- fresh lemon -or- meadow fresh -or- rain clean -or- spring mist -or- lavender -or- pine scent] [!]
- Cleans soap scum with no scrubbing
- Cleans [without bleaching]
- [Convenient and] easy to use
- Convenient spray/foam trigger
- Cuts through tough soap scum [fast]
- Deodorizes
- [Deodorizes:] leaves a clean, fresh -or- lemon -or- citrus -or- meadow fresh -or- rain clean -or- spring mist -or- lavender -or- pine scent
- Easily cuts through -or- cleans tough soap scum
- Easy Drop Delivery -and/or- Refill
- For mildew problems, use **insert ABN** (EPA Reg. No. 5813-24)
- Fresh Brazilian Blossoms
- Hawaiian Sunshine -or- Aloha -and/or- Pacific Breeze and Coconut -and/or- Tuscan Lavender and Jasmine
- Last Drop Access
- Leaves a fresh -and/or- clean -and/or- pleasant -and/or- nice -and/or- good -and/or- or- great -and/or- strong -and/or- pleasing -or- orange -or- lemon -or- citrus -or- meadow fresh -or- rain clean -or- spring mist -or- lavender -or- pine scent
- Leaves bathrooms -or- your bathroom clean and shining -or- shiny
- Leaves your bathroom -and/or- kitchen -and/or- house -and/or- place -and/or- office -or- work place smelling fresh -and/or- clean -and/or- pleasant -and/or- nice -and/or- good -and/or- great -and/or- relaxing -and/or- pleasing -and/or- warm [like orange -or- lemon -or- citrus fruit -or- a fresh meadow -or- clean, refreshing rain -or- a fresh, spring mist -or- lavender -or- pine]
- Light -or- pleasing scent -or- fragrance
- No harsh odors
- No Waste -or- Wasteless Bottle
- Our best-smelling [Clorox®] [disinfecting -and/or- foaming -and/or- bathroom] [cleaner] spray
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Removes odors -or- Deodorizes
- Removes tough soap scum without scrubbing[!]
- Smells better than [most other] [leading] Clorox® [multi-surface -and/or- bleach-free -and/or- bathroom] [cleaning] products -or- sprays [available]
- Spot test all other surfaces in an inconspicuous area
- The easiest way to clean [all over] [your] [the] bathroom -and/or- kitchen -and/or- house -and/or- office -and/or- work -or- office [place] [place]
- The easiest way to keep your [home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -or- work[place] -and/or- place clean every day
- The smell of clean
- This product is specially formulated to dissolve soap scum on contact
- Will not SCRATCH, is NON-ABRASIVE
- [Works] Best on soap scum

Miscellaneous

- Commercial Solutions®
- Contains no abrasives -and/or- bleach
- Industrial Size
- Institutional Size
- Non-abrasive
- Not harmful for most surfaces
- Warehouse [Club] Size
- Won't scratch bathroom -or- restroom -or- kitchen -or- household surfaces

Packaging Related Claims

- ___ oz. = [More than] ___ oz. Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology[†]
- Economy **insert size 32 fl oz and less** -and/or- [Size]
- Get -or- Spray Every Drop[!][™][®]
- Medium **insert size 24 fl oz and less** -and/or- [Size]
- Patented design bottle
- Recyclable bottle
- Small **insert size 16 fl oz and less** -and/or- [Size]
- Smart Tube[®] [™] Technology
- Twin -or- Value Pack
- Value -or- Economy -or- Budget size -or- refill

Pesticidal Claims

- 3X [Cleaning] Action -or- Power[:]³
- A bathroom -and/or- restroom -and/or- household -and/or- kitchen -and/or- office product for cleaning and disinfecting
- A [smarter] way to disinfect -and/or- clean the bathroom -and/or- restroom -and/or- kitchen -and/or- home -and/or- household -and/or- office -and/or- workplace
- A[n] [quick] [and] [easy -or- convenient] way to kill -and/or- eliminate -and/or- destroy -and/or- remove -and/or- attack -and/or- get rid of [99.9% of] bacteria in your bathroom -and/or- home -and/or- house -and/or- kitchen -and/or- office -and/or- work -or- office [place -and/or- area]
- Antibacterial -or- Disinfecting [formula]
- Antibacterial -and/or- Germicidal⁵ cleaning [for the] [throughout -or- all over the] [bathroom -and/or- restroom -and/or- kitchen -and/or- house -and/or- home -and/or- office -and/or- work -or- office place]
- Attack[s] -or- Kill[s] -or- Destroy[s] -or- Penetrate[s] [99.9% of] Germs⁵ -and/or- Viruses[‡] -and/or- Bacteria [from -or- Hiding] [in -or- on] [your] -or- Any^P -or- Every^P -or- All^P ***insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3 -or- Everywhere^P***
- Bacteria-fighting -or- Germ⁵-fighting formula
- Bactericide -or- Bactericidal
- [Bathroom -and/or- restroom -and/or- household -and/or- home -and/or- kitchen] disinfectant -and/or- cleaner
- Broad spectrum [disinfectant -or- disinfecting] [cleaner]
- Cleaner -and/or- disinfectant -and/or- germicide⁵ in one
- Cleaning and disinfecting effectiveness of Clorox®, so your bathroom -and/or- home -and/or- house -and/or- kitchen -and/or- office -and/or- work -or- office [place] is free of grime -and/or- dirt -and/or- soils -and/or- soap scum] you can see and germs⁵ -and/or- bacteria you can't [see]
- Cleaning -and/or- disinfecting
- Cleans -and/or- disinfects [for a pure -or- truly clean] [bathroom -or- restroom -and/or- kitchen -and/or- home -and/or- household -and/or- office -and/or- work -or- office [place]]
- Cleans away dust -and/or- Kills -and/or- Removes -and/or- Gets rid of -and/or- Attacks -and/or- Eliminates -and/or- Destroys germs⁵ -and/or- bacteria [in the home -and/or- office -and/or- classroom]
- Cleans [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office] grime -or- dirt -or- soils and disinfects
- Cleans and kills -or- eliminates -or- destroys -or- removes -or- attacks -or- gets rid of [99.9% of] [kitchen -and/or- bathroom -or- restroom -and/or- household -and/or- office -and/or- work -or- office place] bacteria -and/or- germs⁵
- CLEANS, SHINES, DISINFECTS and DEODORIZES bathroom surfaces, glazed ceramic tile, plastic, chrome [fixtures], shower doors, fiberglass, glazed porcelain, stainless steel or metal surfaces in ***insert use site(s) from Table 2*** and synthetic marble
- [***Insert ABM***] cleans [tough] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] grime -or- dirt -or- soils and kills bathroom germs⁵ -and/or- bacteria
- Controls mold and mildew growth on hard, nonporous surfaces in bathrooms
- [Disinfecting] [bathroom -or- restroom -and/or- kitchen -and/or- household -or- home -and/or- office] solution -or- cleaner -or- mist -or- spray] -or- disinfectant
- Disinfects -and/or- kills bacteria -and/or- kills germs⁵ as -or- while it cleans
- Disinfects [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [surfaces]
- Disinfects [the -or- your] [bathroom -or- restroom -and/or- kitchen -and/or- house -and/or- home -and/or- office -and/or- work -or- office [place]] [against] [household] [germs⁵] -and/or- bacteria] [Salmonella enterica -or- Salmonella -and/or- Staphylococcus aureus -or- Staph]
- Disinfects your -or- the [home -or- house -and/or- office -and/or- work -or- office [place] -and/or- classroom -and/or- daycare -and/or- playroom -and/or- playground -and/or- playpen -and/or- play -or- common area]
- Disinfects and deodorizes by killing [most -or- many] germs⁵ -and/or- bacteria and their odors
- [Easily -or- Effectively -or- Conveniently] clean[s] and disinfect[s]
- Easy -and/or- convenient way to disinfect
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner [in presence of soil load]
- Eliminates -and/or- Removes -and/or- Attacks -and/or- Gets rid of odors caused by bacteria -and/or- germs⁵
- For a [cleaner] [fresher] [bathroom -and/or- kitchen -and/or- home -or- house -and/or- office -or- workplace]
- For the purest clean in [home -and/or- bathroom -and/or- kitchen -and/or- office] cleaning
- Germicide⁵ -or- Germicidal⁵
- Germs⁵ -and/or- Bacteria -and/or- Viruses[‡]. This product kills these germs⁵ -and/or- bacteria -and/or- viruses[‡].
- Inhibits -or- Controls -or- Prevents [the] growth of mold -and/or- mildew
- Inhibits -or- Controls -or- Prevents mold [and mildew] [growth] [from growing]
- Kills 99.9% of Germs⁵ -and/or- Viruses[‡] -and/or- Bacteria
- Kills [99.9%] of [household] germs⁵!
- Kills [99.9% of] [odor-causing] [household] germs⁵ and leaves a nice smell
- Kills [99.9%] of Salmonella enterica, Staphylococcus aureus
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of 99.9% of bacteria -and/or- germs⁵ on commonly touched surfaces [such as doorknobs -and/or- light switches -and/or- faucet handles -and/or- toilet flush handles -and/or- toilet seats -and/or- countertops -and/or- paper towel dispensers -and/or- hand-dryer buttons]
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [99.9% of] bacteria -and/or- germs⁵ [all] around your -or- the [bathroom -or- restroom] [kitchen -and/or- home -or- house -and/or- office -and/or- work -or- office [place]]
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [99.9% of] [common] [household] germs⁵ -and/or- bacteria

- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [common] [household] bacteria [in 10 min[utes]]; Staphylococcus aureus (Staph) -or- Staph -and/or- Salmonella enterica (Salmonella) -or- Salmonella
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [household -or- the] viruses‡
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [many] germs⁵ -and/or- bacteria -and/or- viruses‡
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [99.9% of] Staphylococcus aureus (Staph) -or- Staph
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [99.9% of] odor-causing [household] germs⁵ -and/or- bacteria
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [99.9% of] the bacteria -and/or- germs⁵ commonly found in kitchens -and/or- bathrooms -or- restrooms -and/or- households -or- homes -and/or- offices -and/or- work -or- office [places -or- areas]
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [99.9% of] the bacteria -and/or- germs⁵ you can't see [in] [the] bathroom[s] -or- restroom[s] -and/or- kitchen[s] -and/or- house[s] -or- home[s] -and/or- office[s] -and/or- work -or- office place[s] -or- area[s]
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of germs⁵ and viruses‡
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of germs⁵ -and/or- bacteria -and/or- Rhinovirus Type 37 and Influenza A virus, the viruses⁴ that cause the common cold and flu -and/or- cold -and/or- flu
- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes -and/or- Attacks -and/or- Gets rid of [the germs]⁵
- Kills germs⁵: Salmonella enterica and Staphylococcus aureus
- Not for use on medical devices or medical equipment
- Rids your kitchen -and/or- bathroom -or- restroom -and/or- household -or- home -and/or- place -and/or- office -and/or- work -or- office] [place] of [99.9% of] [common] [household] germs⁵ -and/or- bacteria
- Salmonella [enterica] -and/or- Staphylococcus [aureus] [is a] [are] common [household] bacterium -or- bacteria found in the bathroom -or- restroom. This product kills [this -or- these] bacterium -or- bacteria in the bathroom -or- restroom.
- The simple solution for a [cleaner -and/or- fresher home -or- place -or- office -or- classroom -or- daycare
- [This cleaner disinfectant] combines cleaning and disinfecting [in one product]
- This product [is mildewstatic and] will effectively inhibit -or- control -or- prevent the growth of mildew [and the odors caused by mildew] [when applied to hard, nonporous surfaces]
- [This product] kills -and/or- eliminates -and/or- destroys] -and/or- removes -and/or- attacks -and/or- gets rid of Staphylococcus aureus (Staph) -and/or- Salmonella enterica (Salmonella) -and/or- Pseudomonas aeruginosa (Pseudomonas) -and/or- Influenza A virus -and/or- Rhinovirus [Type 37] -and/or- Respiratory syncytial virus
- [This product] has the cleaning effectiveness of Clorox® to clean and disinfect
- Use [in public -or- common] places where germs⁵ may be of concern] [you are concerned about germs]⁵
- Use for a cleaner -and/or- fresher kitchen -and/or- bathroom -or- restroom -and/or- house -or- home -and/or- place -and/or- office -or- workplace
- Virucide‡ -or- Virucidal‡ -or- Antiviral‡

Emerging Viral Pathogen Claims

Product Name -or- this product qualifies for emerging pathogen claims against:

- Enveloped viruses
- Large non-enveloped viruses

Product Name -or- this product has demonstrated effectiveness against viruses similar to **insert name of emerging virus** on hard, nonporous surfaces. Therefore, **Product Name** -or- this product can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the **insert CDC -or- OIE** website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by **insert name of emerging virus**. **Product Name** -or- this product kills similar viruses and therefore can be used against **insert name of emerging virus(es)** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the **insert CDC -or- OIE** website at **insert pathogen-specific website address** for additional information.

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (**Product Name**) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

***** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html**

Disinfectant Organism list	
Bacteria	ATCC and/or Strain
Salmonella enterica [(Salmonella)]	[ATCC 10708]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]
Enveloped viruses	ATCC and/or Strain
#Influenza [Type A2] virus [Flu Virus]	[ATCC VR-544] [Strain Hong Kong]
#Respiratory syncytial virus (RSV)	[ATCC VR-26] [Strain Long]
#Pandemic 2009 H1N1 Influenza A virus	
Small Non-Enveloped virus	ATCC and/or Strain
#Rhinovirus [Type] 37	[ATCC VR-1147] [Strain 151-1]
Fungistat fungus	ATCC and/or Strain
Aspergillus niger	[ATCC 6275]

Table 1 Use Surfaces

- [Baby -and/or- Children's -and/or- Toddler's] Toy[s]
- Baby Furniture (Cribs, Changing Tables)
- Baseboards
- [Basement] [Washable] Walls
- Bathroom[s]
- [Bathroom] Sinks [and Fixtures]
- [Bath]tubs
- Bed Frame[s]
- Bidet[s]
- Blinds
- Cat -and/or- Dog -and/or- Pet Dish[es] -or- Soiled Surface[s]
- Chairs
- Desk[s] -and/or- Table[s] -and/or- Study Area[s]
- Diaper Pail[s] -and/or- Changing Table[s]
- Dish Rack[s] -and/or- Pail[s]
- Doorknobs
- Drinking Fountains
- Floor[s]
- Food Serving -or- Service Area[s]
- Garage[s]
- [Glass] Shower[s] [Doors] [Walls] [Fixtures] [Stalls] [Curtains] [Ledges]
- Glazed [Bathroom -or- Restroom -and/or- Kitchen] Tiles
- Glazed Ceramic [Tile[s]]
- Glazed Porcelain [Tiling -or- Tile]
- Highchairs (non-food contact areas)
- Jungle Gym[s]
- Kitchen[s]
- [Kitchen -and/or- Bathroom -and/or- Household -and/or- Home] Counter[top][s] -or- Counters
- [Kitchen -and/or- Bathroom -and/or- Household -and/or- Home] Cabinets
- [Kitchen -and/or- Household -and/or- Home] Appliance Exteriors [such as] [Refrigerators, Microwaves, Freezers, Toasters, Ovens]
- Laminated Surface[s]
- Lamp[s]
- [Light -and/or- Faucet] Fixtures
- Litter Box[es]
- Many Crib Surfaces^P
- Metal Blinds
- Microwave Oven Exterior[s]
- Mirrors
- Moulding
- No Wax -and/or- Washable] Floors
- Outdoor -or- Patio Furniture (except cushions and wood frames)
- Outside of Grills
- Outside of Toilet
- Oven Doors
- Patient Chair[s] -or- Table[s]
- Plastic Patio Furniture
- Plastic Laundry Hampers -or- Baskets
- Plastic Mattress Cover[s]
- Playground Equipment
- Porta-Pottie -or- Portable Bathroom
- Range Hoods
- Refrigerator Exterior[s]
- Resilient Flooring
- Salad Bar -and/or- Buffet -and/or- Cafeteria Sneeze Guard[s]
- Shower Track[s] -and/or- Stall[s]
- Sink -and/or- Faucet [Bathroom -and/or- Kitchen -and/or- Household -and/or- Home] Fixtures
- Stainless Steel -or- Metal Surfaces in Bathrooms -or- Restrooms -and/or- Kitchens -and/or- the Household -or- the Home -or- the House
- Stove Tops
- Table Top[s]
- Tables
- Telephone[s] -or- Phone[s]
- Tile[s]
- Tires
- Toilet Fixtures
- Urinal -and/or- Toilet Bowl Exterior[s]
- Vehicle [Interior] [Exterior[s]]
- [Vinyl] Linoleum -or- Tile
- Wading Pool[s]
- Washable [Bathroom -or- Restroom -and/or- Kitchen -and/or- Household] Surfaces
- Wheelchair[s]
- Window[s] [Sills]

Table 2 Use Sites

- Airplane -or- Plane [Lavatory -or- Lavatories]
- Ambulance
- Apartment -or- Studio
- Automobile -or- Car -or- Vehicle
- Basement
- Bathroom -or- Restroom
- Blood Bank
- Boat -or- [Cruise] Ship -or- Yacht
- Bowling Alley
- Business [Office] [Building] [Place]
- Cafeteria -and/or- [Lunch] [Snack] Room -or- [Mess] [Dining] Hall
- Camper -or- RV -or- Trailer -or- Mobile Home
- Campground
- Church
- Common [Classroom] [School] [Play] Areas
- Day Care [Center]
- Dormitory -or- Dorm -or- Living Center
- Factory -or- Plant
- Garage
- Grocery Store
- Gymnasium -or- Gym
- Health Club -or- Fitness Center
- Hospital
- Hotel -or- Motel
- House -or- Home -or- Household
- Industrial Facility
- Institutional Kitchen
- Kitchen
- Laboratory -or- Lab
- Laundromat -or- Laundry Room -or- Laundry Facility
- [Medical -or- Dental -or- Physician's -or- Doctor's -or- Pediatrician's] [Office[s]] [Waiting Room[s]] [Exam[ination] Room[s] -or- Table[s]]
- [Medical] Clinic
- Military Installation
- Motor -or- Houseboat
- Nursery
- Nursing Home -or- Convalescent Home -or- Senior [Citizen's] Home
- Office [Areas]
- Pharmacy
- Playground
- Rec[reational] Center -or- Facility
- Restaurant -or- Café -or- Diner
- [School -or- City -or- Public Transit -or- Commuter] Bus
- School -or- College -or- University
- Shelter
- Supermarket
- Train [Interior]
- Veterinary Clinic

Table 3 Surface Materials

- Chrome
- Corian^[A]
- Cultured Marble
- Enamel
- Fiberglass
- Glass
- Glazed Ceramic
- Glazed Porcelain
- [Hard] Plastic
- [Hard] Vinyl
- Marlite^[AAA]
- Metal
- Painted Woodwork
- Plastic [Laminate]
- Sealed Granite
- Stainless Steel
- Synthetic -or- Cultured Marble
- [Vinyl] Linoleum

Do not use on natural marble, brass, or varnished wood

Table 4 Stains/Soils

- Basin -or- Sink Ring
- Bath Oils
- Bathroom -or- Restroom Tub -or- Bathtub -or- Shower -or- Tub Ring
- Body oils
- Body Soil[s]
- Dirt
- Dulling/sudsy film
- Film -or- stains
- Grime
- Hair
- Hair spray
- Hard Water Marks -and/or- Deposits -and/or- Buildup
- Limescale
- Lipstick [Marks]
- Lotions
- Makeup
- Mud
- Odors
- Other bathroom stains
- Rust
- Shampoo -and/or- Conditioner [Buildup]
- Shaving Cream
- Soap [Scum -or- Buildup]
- Toothpaste [Buildup]



American Red Cross

**CHARITY LANGUAGE/LOGO/
SYMBOL — front panel**

Dedicated to a Healthier World
Help Clorox raise \$XXX for the
American Red Cross
See details on back.



American Red Cross

Dedicated to a Healthier World™

CHARITY LANGUAGE/LOGO/SYMBOL — back panel

More than 11 million people seek health and safety skills from the American Red Cross every year. Clorox proudly supports the American Red Cross by donating \$XXX for each specially-marked unit [of this product -or- Clorox product] sold [for one year] beginning [XXX,] 20XX, up to a maximum donation of \$XXX. For more information about how the American Red Cross and Clorox can help protect you and your family, visit www.clorox/redcross.com. The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product or company.

Footnotes

¹ 40% -or- ___% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 ___ fl oz Clorox® Clean-Up® Cleaner with Bleach trigger sprays
² versus -or- vs. -or- compared to -or- than Formula 409® Multi-Surface Cleaner -or- **insert ABN from 5813-73**
³ Cleans, Disinfects & Removes Soap Scum
⁴ Rhinovirus Type 37, Influenza A virus
⁵ Staphylococcus aureus, Salmonella enterica, Influenza A virus, Respiratory Syncytial Virus [(RSV)], Rhinovirus Type 37
[‡] Viruses
[‡] experience compared to historical Clorox spray packaging
^P [on] hard nonporous surfaces [of]

^[A] Corian® is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates].
^[AAA] Marlite® is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates].
[□] Than a Toothbrush -and/or- [Scrubby] Sponge and Water
^{□□} keep out of reach of children
^{*} 50% less plastic vs. five -or- 5 32 fl oz trigger sprays **180 oz bottle** -or- 55% less plastic vs. four -or- 4 32 fl oz trigger sprays **136 oz bottle** -or- 56% less plastic vs. four -or- 4 32 fl oz trigger sprays **128 oz bottle** -or- 46% less plastic vs. two -or- 2 32 fl oz trigger sprays **64 oz bottle** -or- 28% less plastic vs. one -or- 1 32 fl oz trigger spray **32 oz bottle** -or- ___% less plastic vs. **insert # of bottles** fl oz trigger spray